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You'll Get Hundreds And Hundreds Of Glorious Blossoms This Summer From Super-Blooming Beauties Like These

Every Plant In Your June-To-Frost Chrysanthemum Collection Guaranteed To Bloom! See Double-Guarantee Of Satisfaction On Enclosed Order Form — Then Act At Once. Supplies Limited! Offer Closes Soon!

You'll enjoy brilliant masses of red, white, pink and gold flowers now and for years to come. And they multiply to give you thousands more beautiful blossoms year after year! You get 6 top-quality, sturdy, well-rooted plants in your June-to-Frost collection, and of course, the spectacular G. Marconi shown on reverse side is included in each offer! Each plant is individually labelled and packaged in a new

moisture-retaining wrap that keeps plants fresh, moist and actually growing while enroute to you . . . assures arrival in tip-top condition and green, leafy growing vigor. Each plant we ship you is guaranteed to bloom on our traditional money-back or replacement guarantee plainly printed on enclosed order form.



PATHFINDER

Developed At Leading Midwestern University

Here's another new departure in mum beauty — a carnation-flowered chrysanthemum! As blossoms open, entire plant leaps into a golden mass of beauty stretching about 2 feet high, 2 feet wide, double in size and blooms next year! Acclaimed by some experts as "possibly the most beautiful chrysanthemum ever developed." Blossoms are approximately 2½-3" wide, bloom by the hundreds beginning first season.



MASQUERADE

Spectacular Bi-Color Hybrid

As pink blossoms unfold by the hundreds, you'll watch living color in motion as fiery red "eye" flares outward from center. Blossoms completely cover plant in solid blaze of color; continue to bloom freely even weeks after onset of freezing weather!



CREAMPUFF

New 1956 Golden Introduction

Picture this delightful show-off brightening a drab spot in your garden as gay, sunny blossoms keep popping up by the hundreds all season long. Included in your 6-plant June-'til-Frost collection.



LIPSTICK

How this fiery red beauty will flame in your garden right up to frost and snow . . . and even later. Covers itself with masses of flowers first season planted — blossoms so densely you can cut a complete bouquet from a single plant once a week and scarcely notice the difference! For a startling picture of beauty, plant Lipstick next to a shimmering gold variety and watch its flame blossoms erupt against billowing waves of gold month after month.

A FEW MINUTES TO PLANT — FOR 6 MONTHS OF BREATHTAKING BEAUTY YEAR AFTER YEAR!

Picture the incredible 6-month shower of beauty that now awaits you! It means that this summer and fall your garden will come alive with huge fireball mums that *actually bloom by the bushel basket* . . . bloom into colorful masses so densely packed with flowers you'll barely see a leaf show . . . bloom into flowering hedges so afire with brilliance they'll turn your yard or garden into one of the beauty spots of your neighborhood.

And you can do it all with just 6 plants we send you (enough for a continuous living wall of flowers 12 to 15 feet long). And you can do it in just 20 minutes, whether you're an expert gardener or the greenest beginner. Because they're shipped to you *ready-to-plant* in moss-packed containers, and it only takes a few minutes to scoop out a few holes and plant them.

YOU MUST PLANT NOW FOR EARLIEST, FULLEST BLOOM!

It means that beginning this June, while your neighbors are still setting out plants and bulbs . . . your chrysanthemum collection is already starting to flood your porch, your driveway, your flower beds or circles with vivid masses of color!

And it means that in late fall, after dazzling you with a continuous display of close to 1500 luscious blossoms, your collection will **STILL BE IN BLOOM**, with an even deeper fire and brilliance as frost tinges the petals, as snow starts to fly!

Think of it! Huge fireballs the size of a bushel-basket blazing in your garden from summer 'til snow. Solid walls of golden blossoms lining your walks! Massive mounds of gorgeous red and pink flowers glistening in matched pairs against the lush green background of your lawns and evergreens! Knee-deep in bloom — stretching so wide you can't get your arms around them! *Yours this summer — if you reserve your dream garden collection today!*

© 1956 Lakeland Nurseries Sales, Garden City, N. Y.

You Need Send No Money! Order Now — Pay When Your 6 Plants Arrive

If we had 5 times more of these super-blooming chrysanthemums, we couldn't begin to fill the tremendous demand. Supplies are necessarily restricted by the limited number of plants we have been able to produce thus far, and we know every available plant will be snapped-up by eager flower lovers within the next 10 days or so. Unless you order your June-to-frost collection within the next few days, there is no practical way we can fill your order with all varieties shown.

• Money-Back Guarantee •

Act today and we will ship you a choice collection of 6 June-to-Frost chrysanthemums for only \$4.95 complete! Each plant is individually packed and labelled in a special humidifying container to reach you in tip-top planting condition. We guarantee your complete satisfaction — your money back in 10 days or your plants replaced free of charge anytime within 60 days, if you prefer. So for the garden of your dreams, for fabulous flowers that bloom by the thousands year after year, mail no-risk coupon at once! This is your only chance to order!

LAKELAND NURSERIES SALES, GARDEN CITY, N. Y.

THIS PHOTO-GRAPH BELOW, taken July 3, 1954, reveals the striking beauty, enormous size and lovely petal formation of another of our early-blooming white 'n gold Shasta Daisies. A true member of the Chrysanthemum Maximum family, all we have room to show you is a single cluster of flowers. In full size, it would run right off this page, as each magnificent flower stretches up to 4, 5, and sometimes even 6 full inches across. So imagine how beautiful the entire plant appears—a glorious sunburst of white and gold-splashed blossoms from June to September!

Be First In Your Neighborhood To Grow This Spectacular



June-to-Frost Collection

Obtainable Only From
Lakeland Nurseries Sales
ACT NOW TO RESERVE YOUR COLLECTION BEFORE SUPPLIES RUN OUT

Did you ever hear of chrysanthemums that start blooming in June? This living wall of chrysanthemums includes superblooming varieties that actually burst into bushel baskets of bloom beginning in June... and bloom again and again in brilliant masses of color in July, August, September... at a time when most ordinary chrysanthemums haven't even begun to open their first buds! Wouldn't you like to see a continuous succession of chrysanthemum bloom in your garden beginning this June... only a few short weeks from now? For news of the most exciting flower offer in years, read fascinating details below!

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APR 6 - 1956
U. S. Department of Agriculture

Why Wait 'Til September? THESE CHRYSANTHEMUMS START BLOOMING IN JUNE

Gardener's Dreams Come True As Chrysanthemum Collection Blooms By The Hundreds From June 'Til Snow —

One of the world's largest, most beautiful Hybrid Chrysanthemums, Shasta Daisy, hailed as a triumph of plant breeding!

We live in an age of plant wonders! We live in an age when science has perfected potatoes (potatoes that actually grow from tomato vines) — when huge rose-like flowers now bloom on crabapple trees — when experimental carnations now bloom outdoors in winter! And perhaps even less known to gardeners... **June-blooming chrysanthemums!** Yes, this summer, how would you like to flood your garden with the fiery color and brilliance of an amazing new collection of hybrid chrysanthemums that simply can't wait until September to start blooming... that start to shower your landscape with bursting masses of color beginning this June... and then, like a miracle, bloom again and again by the hundreds.

Think of it! Chrysanthemums so new, so different that some varieties are now available for the first time in history! Chrysanthemums that give you a never-ending succession of living color and beauty in June, July, August, September, October, November, right up to frost! Chrysanthemums with such fantastic blooming power you can set your landscape ablaze with 400 — 500 — even 600 flowers from one single plant — the entire plant flaming into a gigantic fireball the huge size of a bushel basket — and then changing in color from pink to cardinal or from sun-

gold to coral, while each plant is completely covered with solid masses of flowers!

Your Neighbors Won't Believe Their Eyes This June!

They'll stare in awe and wonder as your first bushel-baskets of color unfold! Not just a few blossoms that you'll find here and there... that's not what we mean by "June blooming." We mean blossoms by the bushel-basket! Gleaming masses of flowers spreading so wide you can't get your arms around them! Some with white blossoms 4 inches across that cluster into flowering snowballs up to 2½ feet wide! Some like color-splashed mounds of gold measuring a full 6 to 8 feet around, that rebloom all summer long! Just imagine picking luscious chrysanthemum sprays right through June, July, August, September as fresh flowers erupt almost daily. And while friend after friend exclaims: "Are they really chrysanthemums? How is it possible? What's your secret?"

How The Hybrid June-Blooming Chrysanthemum Came Into Being

For the past 1,000 years, ever since the first giant chrysanthemum appeared in Japan, plantmen the world over had attempted to lengthen its glorious, though short-lasting bloom. But as the science of plant hybridizing developed, there came the discovery that caused even some scientific minds to snicker. "You might as well try to stop the sun in the sky!"

For it was discovered that the chrysanthemum's blooming period was controlled by the sun. That as daylight grows shorter in Autumn, a mysterious inherited factor tracing back millions of years, causes the blossoms to open.

But as time went by, botanists uncovered an even more astonishing fact! While studying the structure of an unusual daisy-like flower, they made the startling discovery that this flower not only possessed the structure of a chrysanthemum... but actually was a primitive form of chrysanthemum! Yet unlike a typical mum, it didn't wait until September to open... but burst into bloom in June!

What Plant Breeders Discovered

From this one plant they took its early June bloom, from another type its huge size of bloom, and crossbred them into strangely beautiful, new hybrid flowers. From still another strain they now bred in hardiness, from another its lavish clusters of blossoms.

Finally, after years of work, thousands of experiments, they discovered how to penetrate the mysteries of nature and change the white blossoms to yellow, single blossoms to doubles, and then as many as 3, 4 and even 5 flowers where only one bloomed before... flowers a full 1½ times larger than these plants had ever produced before!

Through selective crossbreeding they developed new strains... toughened them... made them burst into bloom through fierce summer heat and autumnal chill... made them blossom again and again until they formed thick solid masses of flowers... and they made these masses of flowers hold their bloom even longer!

Imagine Flowers Like These In Your Garden This Summer!

On one type, the gigantic Chrysanthemum Maximum (Shasta Daisy) shown above, they developed enormous blossoms a full 4 inches across... that beginning in June erupt into huge hand-sized masses of silver-sheen blossoms set against glossy, almost iridescent leaves... and that is still merrily blazing away in September while many ordinary chrysanthemums haven't even opened their buds!

Another variety gives you a dazzling show of gold-splashed blossoms this June to fall... blossoms up to 4, 5 and even 6 full inches across... almost as large and colorful as a florist's mum worn at a football game! And borne in stunning masses of 3, 4, even 5 flowers to a single cluster.



Chrysanthemum Maximum

Actual Size of Bloom

You are now looking at one of the greatest triumphs in plant-breeding history — a **HYBRID JUNE-BLOOMING CHRYSANTHEMUM**! Shown above, the Maroon Shasta Daisy (Chrysanthemum Maximum), produces a massive show of silvery-white, gold-centered 4" blossoms from early June through July, August, September... often right up to frost. Also, petals on some flowers are curlier, fluffier!

But don't be surprised if you see these beautiful flowers bloom nearly TWICE THE SIZE SHOWN ABOVE! Because after developing this spectacular June-blooming chrysanthemum, Richard Diener, the hybridizer, was startled to discover that for some reason, some flowers grew to the breathtaking size of 7 full inches across!

Colorful Red, Pink and Gold Varieties Extend Continuous Show of Bloom of Your June-to-Frost Collection!

And to complete your continuous succession of bloom and color, now comes a brilliant new triumph of plant breeding called Lipstick... a sparkling new pom-pom that puts on such a showy display of firecrackered blossoms, its flaming beauty can be seen a full block away.

Now, after years of research comes our greatest triumph of all... our new 1956 wonder-blooming chrysanthemum, Creampuff! Turn this page to the picture of Creampuff. Your own eyes will tell you that here

at last are softly ruffled petals completely covering a true pom-pom flowerhead... with a gleaming center that remains pure gold, while the outer rings of petals shade from gold to coral, from coral to pink as the weather turns colder. One single plant that blooms in virtually any soil... that will easily give you 400 flowers up to 2½ inches across this growing season... a sheer sunburst of colorful blossoms stretching about 2 feet high and 2 feet across this year... double that flowering area next year... with countless more thousands of blooms for you, year after year!



THIS IS LIPSTICK!

Picture 600 flowers blazing in the sun like a beautiful ball of fire! Gorgeous arrays of late peak bloom borne right up to snow make LIPSTICK the flaming showpiece of your June-to-frost collection!

You Can't Get This Collection Anywhere Else! **SUPPLIES LIMITED!**
To Reserve Your Dream Garden Collection **ACT NOW!**

lakeland nurseries sales

garden city, new york

The time is so short for you to accept this extraordinary flower offer that I enclose an Air Mail Reply Envelope which needs no stamp so that you may act at once before our limited supplies run out!

Dear Friend:

A few weeks from now, how would you like to see a flowering miracle come to life in your garden? A few weeks from now, how would you like to walk into your garden and find it already ablaze with perhaps the most beautiful and remarkable flowers you have ever seen in your life--flowers that you may never have dreamed existed--

chrysanthemums that can't wait until September or October to start blooming--CHRYSANTHEMUMS THAT START BLOOMING IN JUNE!

Just Imagine--A Succession of Chrysanthemum Blooms from June to Frost in Your Garden!

Because as you look over the photographs in the enclosed flower brochure--as you read the thrilling story of how botanists actually changed nature to make their dreams of fantastic new flower beauty become a reality--I want you to imagine that your June-to-Frost Chrysanthemum collection is already aflame in your garden...

...that you are staring in sheer astonishment as your first bushel baskets of chrysanthemums erupt into bloom...fresh, sparkling blossoms up to 4, 5 and even 6 inches across, growing in huge, luscious clusters like bouquets on a stem! And that your landscape is already alive with glittering, color-splashed masses of flowers that burst into

bloom 3 months ahead of your neighbor's
traditional mums!

Imagine! Chrysanthemums that burst into bloom by the hundreds, that flame again and again into living walls of blossoms in June, July, August, September, October, November, right up to frost...a never-ending succession of bloom and beauty that will drench your garden with fiery color 6 months of the year! Including varieties so utterly amazing...so different...and possessed of such fantastic blooming power that they never existed in any home garden on earth before 1955.

Limited Number of Plants Available to Gardeners
On This Thrilling First-Time Offer

And because this spectacular chrysanthemum collection is still so new--because it will take years before we can possibly grow enough plants to fill even a portion of the already enormous demand--this spring we can only supply those gardeners who recognize the unique and unusual--who visualize the startling flowering beauty that awaits them this summer and for years to come--and who act immediately!

Garden Wonders Await You--When You Accept
This Offer Now!

Plant now, and suddenly, beginning this June, you'll be delighted to see your Chrysanthemum Maximums go on a breathtaking blooming spree. You'll see your beds and borders come alive with gleaming mounds of flowers! Plant them as stunning showpieces against your foundations, along your walks, driveway or terrace--in any barren spot that needs brilliant outbursts of color--and they'll reward you with a massive show of blossoms all summer long!

Yours--Hundreds Upon Hundreds of Flowers
This Growing Season For Less Than 1/3 of
A Penny A Bloom! Thousands More Year After Year

And now, do you realize what this development means to you, if you are a person who loves to surround your home with flowers? It means that this summer and fall you can make your garden the showplace of your community with living hedges of flowers, as mass after mass of chrysanthemums explode into bloom! Flaming red, pink, white, and gold-colored blossoms that glitter in your garden month after month after month...so afire with brilliance, no artist can capture their beauty!

It means that you can pick flowers by the basketful...actually fill every room in your house with

BUSINESS REPLY ENVELOPE

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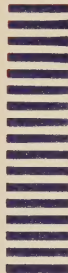
LAKELAND NURSERIES SALES

GARDEN CITY, NEW YORK

Dept.-B-23

FIRST CLASS
Permit No. 10
Garden City, N. Y.

VIA AIR MAIL





THIS GROWING SEASON FOR 2000

**Don't
Delay!**
**Fill in and
Mail NOW**
**in enclosed
Air Mail
Envelope**

MAIL NO-RISK COUPON TODAY!

NO STAMP NEEDED—WE PAY POSTAGE

LAKELAND NURSERIES SALES

Garden City, New York

Please ship me the top quality June-to-Frost Chrysanthemum collection I have checked below at correct planting time for my locality. When my plants arrive, I will pay postman low introductory price plus C.O.D. and postage. If any plant fails to thrive and bloom as described, you will replace it free of charge if notified within 60 days.

10-Day Money Back Guarantee

CHECK OFFER DESIRED:

- ☐ Collection of 6 Chrysanthemums—\$4.95
(you get 1 red, 2 gold, 2 white, 1 pink)
- ☐ 2 collections, 12 plants—\$9.50 (you save 40¢)
- ☐ 3 collections, 18 plants—\$13.50 (you save \$1.35)

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☐ **CHECK HERE TO SAVE MONEY!** Postal rates have recently gone up! Enclose payment with your order and we pay all postage and delivery charges. You save approximately 68¢ postage and C.O.D. fees. Same guarantee of full satisfaction, of course!

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color...and still see fresh masses of buds unfold into bloom again inside of a week to 10 days. Because plant breeders are giving you highly-developed varieties so eager to blossom, the faster you pick 'em, the faster they grow! Super-blooming plants that give you as many as 300--400--even 600 blossoms--all from one single plant! And your collection grows larger, more beautiful and valuable with each passing year!

This is the amazing flowering spectacle that's yours to enjoy--this growing season and for years to come--when you accept this offer now!

**You Get All 6 Plants In Your June-To-Frost Collection
For Only \$4.95. Best Planting Time Is Now
For Earliest, Fullest Bloom!**

Wouldn't you like to be among the first in your neighborhood to grow this super-blooming chrysanthemum collection? Then you must act now. For at this very moment, our entire available supply is being readied and conditioned for shipment.

After your order is received -- at exactly the right moment of maturity -- each of your young chrysanthemum plants is processed in an individual humidifying container -- together with a quick-growth potting mixture around the roots -- and rushed to the waiting soil of your garden.

They're actually growing in this special potting mixture as we ship them -- pre-fertilized to stimulate extra new leafy growth so you'll receive them in green, healthy vigor -- each plant freshly alive and growing from its own individual root ball.

That's why they're so easy to plant and quick to grow! It only takes a few minutes to scoop out a few holes and plant them. That's why they give you such bountiful blooms the very first season planted.

**The Planting Season Is Short--Act Now!
This Offer May Be Withdrawn In Two Weeks**

Already we are being deluged with reservations from home gardeners who have heard the news of these June-to-Frost chrysanthemums. All indications are that every available plant will be snapped up by flower lovers within the next two to three weeks. And once they're gone--your opportunity to obtain this extraordinary collection may be gone for several seasons to come! Therefore, in order to protect you, all orders will be filled on a first-come, first-served basis. But you must send the

enclosed Air Mail reservation form within 10 days or we cannot guarantee delivery in time for fullest bloom this summer!

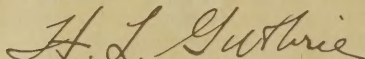
You Need Send No Money--But Order Now!
See DOUBLE-GUARANTEE OF SATISFACTION
ON ENCLOSED ORDER FORM

Pay postman only \$4.95 C.O.D. plus postage for your set of 6 chrysanthemum plants. Or save approximately 68¢ in postage and C.O.D. fees by enclosing payment with your order now. (See order form for savings on 2 or 3 sets.)

Either way you order--if you do not agree with us that these are the loveliest and most dramatic plant creations you have ever seen--that they will be the envy of your neighbors and stop traffic on your block with their huge colorful masses that can be seen a full block away--if they do not in every way fulfill your dreams of beauty and brilliance in your garden this summer and fall--then you are fully protected by our traditional 2-way guarantee of satisfaction plainly printed on the enclosed order form.

Happy Gardening!

Sincerely yours,

A handwritten signature in cursive script, reading "H. L. Guthrie". The signature is written in dark ink and is positioned above the printed name.

H. L. Guthrie
LAKELAND NURSERIES SALES